

Setting-up a Multi Store Front for large US-based Veterinary Product Distributor

OVERVIEW & BUSINESS NEEDS

The Client is a US-based leader in veterinary distribution. They specialize in providing quality service to the West Coast veterinary community with an extensive selection of pharmaceuticals, surgical instruments, and supplies.

RSI came across the Client's business requirement for setting up a Multi-Storefront as a veterinary product market place to enable:

- Veterinary Clinics to setup their own personal websites showcasing clinics information, services and their products
- Comprehensive content management and shopping cart functionality, as well as, sophisticated personalization functionality
- Functionality for the veterinarian to add prescription for a pet
- Functionality for the end customer to order non-prescription products directly
- Functionality for refills and automatic recurring of prescription

SOLUTION

R Systems provided the Client a multi store product with the following features.

- Template and Skin Management, Clinics could create and maintain their own website
- Clinics were able to narrow down products available at the fulfillment center
- Clinics could set-up selling price for the products
- Shopping Cart feature to assist customers in making online purchases that allowed the online customers to accumulate a list of items for purchase. Upon checkout, it typically calculated a total for the order, including shipping and handling charges and the associated taxes
- The other features of multi store product were:
 - User Defined Themes and Skins
 - Coupons and Product Specials
 - Prescription Management
 - Comprehensive Search – By Tokens,

- Alphabets, Keywords.
- Order History
- Order Pad
- Credit Card and Merchant Account payment
- Open Architecture to support PMS integration
- Audit Log

KEY HIGHLIGHTS

- Personalized content management
- A 25% increase in customer Multi Storefront for marketing

TECHNOLOGIES USED

- .Net 3.5(ASP.NET 3.5, C#, MS AJAX, WCF)
- MS SQL Server 2005
- SQL Server 2005 Reporting Services